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ABSTRACT

This guide provides up-to-date marketing information for those individuals who are developing or who wish to develop a career in writing. Featured in the guide are more than 2000 consumer and trade magazines; over 1250 book publishers; and more than 940 card companies, syndicates, script buyers, and contests. The guide's comprehensive and authoritative listings discuss royalties, advances and pay rates; submission guidelines and editorial needs; and complete contact information, including addresses, phone numbers, websites, and e-mail addresses. In addition, articles and interviews in the guide provide tips from best-selling authors and important editors; business advice on writing; professional manuscript formats; get-the-assignment query letters; and which subjects are "hot" and which are fading. Following some practical information from the editors, the guide is divided into the following broad sections: Getting Published; The Business of Writing; and The Markets. The guide's final section--Resources--lists publications of interest for writers, organizations of interest, and websites of interest, and offers a glossary of writing and business terms. (NKA)

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